

ORDER

KSNV

Orders

Order / Rev: 104412
 Alt Order #: 06832077
 Product Desc: HELLER FOR SENATE
 Estimate: _____
 Flight Dates: 09/05/12 - 09/11/12
 Original Date / Rev: 07/18/12 / 08/30/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Strategic Media Services, Inc.
 Buying Contact: _____
 Billing Contact: _____
3299 K St. NW
Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Heller, Dean for U.S. Senate - Renewal
 Demographic: A35+
 Product Codes: PLC01
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
 Order Separation: 00:05:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	81	\$43,625.00	\$37,081.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	81	\$43,625.00	\$37,081.25	0.00
Totals	81	\$43,625.00	\$37,081.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	29%	\$43,625.00
Market	100%	\$150,431.03

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$39,112.07
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$27,077.59
KTUD	1%	\$1,504.31
KVVU	24%	\$36,103.45
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,008.62

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp w/WagM		5-6a	--WTF--	:30	3	\$185.002		0.00	NM	3	\$555.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	--WTF--			3		\$185.00		0.00				

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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	3	\$185.002		0.00	NM	3	\$555.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--WTF--	3		\$185.00		0.00						
E 2	KSNV	09/10/12	09/10/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	2	\$185.002		0.00	NM	2	\$370.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	2		\$185.00		0.00						
E 3	KSNV	09/10/12	09/10/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$450.002		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	2		\$450.00		0.00						
E 4	KSNV	09/05/12	09/07/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--WTF--	3		\$450.00		0.00						
E 5	KSNV	09/05/12	09/07/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	3	\$550.002		0.00	NM	3	\$1,650.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--WTF--	3		\$550.00		0.00						
E 6	KSNV	09/10/12	09/10/12	Today Show Today Show	CM	658a-9am	M-----	:30	2	\$550.002		0.00	NM	2	\$1,100.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	2		\$550.00		0.00						
E 8	KSNV	09/05/12	09/07/12	M-F Today Show II 3rd HBM M-F Today Show II	CM	9-10a	--W-F--	:30	2	\$200.002		0.00	NM	2	\$400.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--W-F--	2		\$200.00		0.00						
E 9	KSNV	09/05/12	09/07/12	M-F Today Show III 4th HBM Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$200.002		0.00	NM	3	\$600.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--WTF--	3		\$200.00		0.00						
E 10	KSNV	09/10/12	09/10/12	M-F Today Show III 4th HBM Today 4th Hour	CM	10am-11am	M-----	:30	2	\$200.002		0.00	NM	2	\$400.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	2		\$200.00		0.00						
E 11	KSNV	09/10/12	09/10/12	Noon News Noon News	CM	12-1230pm	M-----	:30	2	\$275.002		0.00	NM	2	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	2		\$275.00		0.00						
E 12	KSNV	09/05/12	09/07/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--WTF--	3		\$275.00		0.00						
E 13	KSNV	09/05/12	09/07/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$300.002		0.00	NM	3	\$900.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--WTF--	3		\$300.00		0.00						
E 14	KSNV	09/10/12	09/10/12		CM	3-4p	M-----	:30	2	\$300.002		0.00	NM	2	\$600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Dr. Phil											
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	M-----	2		\$300.00		0.00						
E 15	KSNV	09/10/12	09/10/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	M-----	:30	2	\$350.00	2	0.00	NM	2	\$700.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	M-----	2		\$350.00		0.00						
E 16	KSNV	09/05/12	09/07/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	--WTF--	:30	3	\$350.00	2	0.00	NM	3	\$1,050.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	--WTF--	3		\$350.00		0.00						
E 17	KSNV	09/05/12	09/07/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	---TF--	:30	3	\$450.00	2	0.00	NM	2	\$900.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	---TF--	2		\$450.00		0.00						
E 18	KSNV	09/10/12	09/10/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	M-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	M-----	2		\$450.00		0.00						
E 19	KSNV	09/10/12	09/10/12	M-F Early News	CM	5-630p	M-----	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	M-----	2		\$725.00		0.00						
E 20	KSNV	09/05/12	09/07/12	M-F Early News	CM	5-630p	---TF--	:30	6	\$725.00	2	0.00	NM	6	\$4,350.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	---TF--	6		\$725.00		0.00						
E 21	KSNV	09/10/12	09/10/12	M-F Jeopardy	CM	630-7pm	M-----	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
				M-F Jeopardy											
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	M-----	2		\$725.00		0.00						
E 22	KSNV	09/05/12	09/07/12	M-F Jeopardy	CM	630-7pm	---TF--	:30	3	\$725.00	2	0.00	NM	2	\$1,450.00
				M-F Jeopardy											
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	---TF--	2		\$725.00		0.00						
E 23	KSNV	09/05/12	09/07/12	M-F Wheel	CM	7-730pm	---TF--	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	---TF--	2		\$725.00		0.00						
E 24	KSNV	09/10/12	09/10/12	M-F Wheel	CM	7-730pm	M-----	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	M-----	2		\$725.00		0.00						
E 25	KSNV	09/10/12	09/10/12	Face to Face w/ Ralston	CM	730-758pm	M-----	:30	2	\$400.00	2	0.00	NM	2	\$800.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	M-----	2		\$400.00		0.00						
E 26	KSNV	09/05/12	09/07/12		CM	730-758pm	---TF--	:30	3	\$400.00	2	0.00	NM	2	\$800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 39	KSNV	09/10/12	09/10/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M-----	:30	2	\$200.00	2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/10/12	09/16/12	M-----		2		\$200.00		0.00					
N 40	KSNV	09/08/12	09/08/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$350.00	2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/03/12	09/09/12	-----S-		1		\$350.00		0.00					
N 41	KSNV	09/05/12	09/07/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	--WTF--	:30	1	\$200.00	2	0.00	NM	1	\$200.00
	TODAY II	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/03/12	09/09/12	--WTF--		1		\$200.00		0.00					
													Totals	81	\$43,625.00